

Japan-Russia «Dialogue of cultures»: Business and Media roles

18 November 2013, Tokyo

Annual Symposium

With the support:

***Embassy of the Russian Federation in Japan
Japan Foundation***

Co-organizers:

IABC/Russia (Russian chapter of International Association of Business Communicators, the world's largest non-profit professional association, since 1970);

The Moscow News (English language weekly newspaper, since 1930, with online version, part of the RIA Novosti group).

Partners:

- RIA Novosti
- IABC/Japan
- Japan Business Club in Moscow
- Moscow Investment&Economy Promotion Agency (MIEPA)
- *Silver Archer* National Award

TIMELINE

18 November, 2013 (Symposium Day)

11:00 ~ Participants' Registration

12:00 – 13:45 Round 1

Russia-Japan: doing business across cultures

Despite of strong mutual interest Russian and Japanese businesses still can't see much success in co-operation. On the top of customs, tax and other issues there is a problem of intercultural (mis)understanding in business. How much national culture is reflected in business culture? What means national business culture in a globalized economy? How do businessmen share and adopt cultural values while co-operating with foreign partners?

Co-Chairs:

Speakers:

UEMURA Noritsugu, General Manager, Mitsubishi Electric Europe B.V., Moscow branch

TETSUYA Umetsu, JETRO, Director in charge of Russia and Eurasia overseas research department

MILANOV Sergey, Partner, K&Gates Japan

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KAWAI Rintaro, CEO, Kaspersky Japan

DIYACHENKO Igor, Director, TAISHI Global

OTSUBO Yusuke, Partner, United Managers Japan

Session rotation

14:00 - 15:45 Round 2

Russia and Japan business images reflected in media

In a globalized world it looks like media coverage of business has an impact on investment decision making. Can really opportunities of Russia-Japan business co-operation are locked due to barrage of negative media reports? Does 'virtual business climate' reflected in media prevail over business reality on the ground? Why businesses don't share cases of success with the media? What are the means to narrow the gap between perception and reality in Japan-Russia business relations?

Co-Chairs: STONOGINA Yulia, Vice-president, IABC/Russia;

Speakers:

IKEDA Motohiro, Nikkei Shinbun

ISHIKAWA Ichiyo, Executive Observer, NHK

GOLOVNIN Vassily, Bureau Chief, ITAR-TASS Japan

YAVDOLJUK Nadezhda, Executive Director, Silver Archer Award

SEIMIYA Katsuyoshi, Director of Global Business Division, Mainichi Shinbun

LEYBIN Vitaly, Editor-in-Chief, RUSSIAN REPORTER magazine

Networking Coffee Break

16:10 - 18:00 Round 3

SPACE BRIDGE Tokyo-Moscow: discussion with the audience at RIA Novosti

Multi-media Press center

Speakers on Moscow side:

OHASHI Iwao – Chief Representative, Nomura Research Institute

LEVCHENKO Valery – Deputy General Director, RIA Novosti News Agency

CHANTSEV Alexander, Journalist, japanologist

AGARUNOV Dmitry – President, Gameland

Speakers on Tokyo side:

AMEMIA Kazuhito, President, IABC/Japan

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EGOROV Sergey, Trade Representative of the Russian Federation in Japan

MUKOYAMA Shigeru – Director, Suntory/Russia

KAWATO Akio, Founder, 'Japan and World Trends'

tbd

18:00 ~ Cocktail for Symposium participants

Symposium language:

Sessions 1 and 2.

Simultaneous translation (*Japanese-Russian*) will be provided.

Session 3.

Spacebridge Discussion with Moscow will be held in English language without translation.

VENUE:

The Japan Foundation.

4-4-1 Yotsuya, Shinjuku-ku, Tokyo 160-004